



Essilor Instruments: serving every needs

Eye care professionals in mature markets and fast-growing countries alike require precision, efficiency and quality to develop a trusted relationship with their clients. Essilor supports the diversity of professionals across the world with products and services tailored to their needs, and which enhance the technical nature of their job to increasingly demanding consumers.


COMBINING CRAFT AND TECHNOLOGY
By putting his workshop at the heart of his optical store, Arnaud Lafrogne, a Krys optician in Boussy-Saint-Antoine (France) and Vice President of the Krys Group, has chosen to put the technical skills of his profession on show. It's a conscious decision to put this activity center stage in the sales environment to be more transparent to customers while highlighting the skills of his team.

The technicians work within in the sales area and are in direct contact with the customer, even when preparing lenses and glasses. "It makes the time spent on each client from sale to delivery more visible. The customer has a better appreciation of all the dimensions of the optician's work and added value."

THE DIGITAL EDGER MR BLUE: A TECHNICAL AND AESTHETIC CHOICE
Workshop equipment, now visible to the customer, needs to be not just highly productive but also stylish in form. "I chose the Mr Blue® digital edger for its technical features that make it one of the best on the market," says Arnaud Lafrogne. "But it was also an aesthetic choice. The elegant white cover, and its quality material make it a beautiful object that reflects the technical nature of our business."

HIGHLIGHTING A CRAFT
Combined with refraction instruments and innovative measurement devices, this type of arrangement improves the customer experience. By displaying the technical expertise behind the entire store offer, an optician gains credibility. She can better inform consumers about the benefits of corrective lenses and offer customized products with high added value to improve customer loyalty. "The key to success is consistency between the image of the store, the skills of my staff and the quality of products," concludes Arnaud Lafrogne. "For me, the instruments used in store must rise to the challenges of technical and design excellence."



 Cesar Venero, optometrist Central Optica, Iris Visión, Lima (Peru)

"Enhancing their expertise through our tools enables opticians to improve professionalism in optical sales and be more responsive to consumers. This approach increases quality assurance for the end user. Essilor must bring its clients, irrespective of their budget or the country they operate in, high-precision tools - from initial measurement to workshop finishing - and support eye-care professionals for a perfect match between quality and consumer expectation. That's why Essilor Instruments works daily to improve the performance and quality of its products and services in order to meet the variety of needs among eye-care professionals."

Christophe CONDAT,
Director of Essilor Instruments
division


3 hours
This is the average time spent by an optician on every customer, from purchase to delivery of optical equipment.

50,000
connected instruments
in operation today at the Group's
eye-care professional customers.

Eye-care professionals in Peru and China share their experience

"In fast growing countries like Peru, it's essential to highlight optometric expertise. Our clients come to us for much more than a prescription for glasses: they expect advice for their eyesight and high-quality products that completely satisfy their needs. We do our utmost to show, in the way we organize our practice in Lima, the technical nature of our work and our skill across all measuring activities.

Measurement tools like M'eyeFit™, which are simple to use, are an effective way to explain the benefits of our products to clients. It's a way to enhance perception of us as eye-care professionals - listening to customers, whatever their needs, lifestyles or budget."

 Wang Jianhui, optician Beijing TongRen Optical center, Beijing (China)

"Our optics store is equipped with Mr Blue®, Mr Orange® and Gamma®. We chose these solutions for their intuitive operation, reliability and quality of service. In its market, Essilor's equipment offers better functionality with greater productivity. It enables us to process more quickly a large

number of orders. A level of efficiency that satisfies our customers, highlights our skill and ensures that Essilor is the partner of choice for professionals."